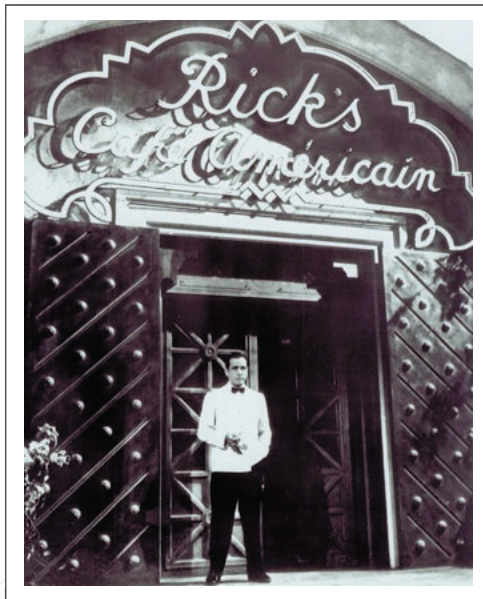


---

## Getting Ilsa Through The Door



"Of all the gin joints in all the towns in all the world, she walks into mine."

---

So, with all the towns in all the west, what do you need to do to get visitors into yours?

---

## The 10 Commandments of Tourism in the Aughts (2000-2010)

Presented by Roger Brooks, CEO

**Destination  
Development**  
INCORPORATED

With all the towns in all the west, what can you do to get visitors through your door?

Just follow the

## The 10 Commandments of Tourism in the Aughts

### 1) Thou Shalt Honor the Great American Road Trip – it is back

- RV sales, leases and rentals are at an all-time high, and growing at 30% annually.
- RV traveler demographics have gone from 67 years old to less than 50 years old and now includes family. “This is not your father’s Oldsmobile” now translates to RV’s.
- Genealogy, history, education – finding one’s roots is now a big travel segment, and growing.

**What you can do:**

- Make sure you have upscale, attractive RV parks in the area.
- Recruit RV park developers as part of your product development efforts.
- Include a “Trip Planner” on your website complete with maps, distances (miles and kilometers), and make it easy to use and easy to see.
- Make sure you have a “downloadable” trip planner in “print resolution.”
- Get involved with travel guide publications and books: Good Sam, Woodalls, AAA Tour Books. Spend time at Barnes and Noble reviewing guide books, then write letters to the authors.

### 2) Thou shalt not underestimate the deal-finding era wherein “Cheaper is Chicer”

- Booking deals just weeks before departure.
- No one wants to overpay in an era of “downward nobility.”
- 50 million people visit the top 10 travel websites every month to find special deals.

**What you can do:**

- Make sure you include “special deals” on your website. Begin a “permission marketing” program with periodic e-mail newsletters.
- Begin developing serious packages, with serious discounts. Promote them via a public/media relations effort. [The Marketing on a Minuscule Budget workshop tells you how to do this.]

### 3) Treat the internet as your new master and commander and behold, checkbooks will open before you

- 68% of all households have immediate access to the internet.
- 94% of these people use the internet as their primary travel resource.
- 68% have difficulty finding what they are looking for.
- 76% find on-line advertising a major nuisance.
- 38% will pay up to 20% more for customized products and services.

#### **What you can do:**

- Make your website your number one marketing priority.
- Create the “front door” for other community websites.
- Pay for “sponsor matches” and keyword listings.
- Sell experiences – not places or organizations.
- Hire professionals to help you develop keywords.
- Make sure your website is good enough to close the sale! How do you stack up? Are you using plenty of professional photography?
- All your marketing materials should be downloadable or available on your site.
- When you advertise, market your website address as the key focus.

### 4) Honor thy father and thy mother, that their comfort shall reign over staying with grandkids

- 68% of grandparents would rather stay in a hotel than with their grandkids.
- 60% would rather stay in a condo than a motel.
- Amenities are becoming a bigger and bigger draw.
- Ambiance is critical: landscaping, water, views.
- Comfort is more important than money: although visitors still want a bargain.

#### **What you can do:**

- Lodging facilities: theme rooms, make them more comfortable, beds better be good. Use down comforters, add NICE furnishings, make them more intimate.
- Product development: attract upscale lodging facilities in nice settings.
- Attract timeshare, fractional ownership development projects.
- Condo style rooms will surpass standard hotels in short order. How are you doing in that regard?

### 5) Thou shalt realize that adventure travel is up – but only if it be cushy adventure

- Timeshare is a force to be reckoned with.
- Cruise ships now catering to the masses.
- 70% of all adventure trips now booked by women.
- Make sure there are creature comforts, upgraded dining.

- Travelers want education with little or no work.
- An average visit to a U.S. National Park is now just two hours. Most people never get out of their cars. Some, however, peer out and go “oooh!”
- We are an increasingly sedentary nation.

**What you can do:**

- Cater to women and a slightly older audience.
- Create separate niches for Gen Xers and Baby Boomers.
- Work with local vendors to make sure they understand the trend.
- Offer educational but easy activities with lots of “off time.”
- Working with tour operators.

6) Thou shalt not bear false witness against conferences and conventions: Ye shall be justified in adding sugar and spice

- Business travel is far less fun.
- Leisure on either side of a business trip is no longer politically correct in this cost-cutting environment.
- Convenience and comfort are key.
- Incentives are a big deal. The Pittsburgh Visitors Bureau hosted the Religious Conference Management Association, which kicked off with a reception at the Carnegie Museum, a night at the Benedum Center to see The Lion King, and a gala at a downtown hotel – all paid for by local and state sponsors.
- Competition increasing as more small cities get into the act.

**What you can do:**

- Create incentives and packages.
- Get local, regional, and state sponsors.
- Make sure the activities are the primary draw – not the convention center or local facilities.

7) Thou shalt keep critical mass holy, for it really is a religious experience

- Open-air shopping is the most popular activity among visitors
- For rural communities: at least nine retail establishments and four dining or treats vendors.

**What you can do:**

- Create pedestrian friendly shopping districts.
- Create “open market” events or that type of atmosphere.
- Narrow streets and create intimate settings.

8) Thou shalt commit to more activities, for they rule the roost, while scenery takes a back seat

- Visitors want activities, not just things to look at.
- Experiential learning is key: artists in action, learning pottery or how to paint, culinary arts are now big.

**What you can do:**

- Offer experiential learning: photo tours and classes, artists in action, genealogical tours, geocaching, themed events...
- Work with outfitters and local businesses to package activities.
- Make sure your photo library sells activities, not views or buildings.
- Cater to niche groups: Harley owners, bird watching, Corvette clubs, photography clubs, Mountaineers, etc.

9) Thou shalt not covet thy neighbors signage or theme

- Branding and Wayfinding = to win, make it convenient.
- You must be worth a special trip: Remember the Four-Times Rule.
- Convenience is one of the most critical elements in making the travel decision.

**What you can do:**

- Develop and implement a Signage, Wayfinding & Gateway Plan.
- Create a Tourism Development & Branding Plan.
- Don't focus on the same thing as the other 425 counties in the west: outdoor recreation. You must be either the best, or different. You may have to create something.
- Make sure what you have to offer is different than what others are offering.

10) Thou shalt not kill product development efforts, for without it, thy community shall die

- Remember that competition is getting fierce: Product development never stops.
- Cruise industry adding ships much faster than the industry is growing.
- Five day cruises on a 4.5 star ship cost \$50 per person, per day
- There is a 40% oversupply, while inventory leaps another 11% this year.
- Tourism is the number one diversification strategy for communities losing their primary industries: mining, agriculture, timber, fishing, etc.

**What you can do:**

- Make sure you invest in product development – with both privately developed projects and businesses, as well as public attractions and amenities
- All good plans start with an architect. Make sure you have a Tourism Development Plan and implement it.
- Cater to an aging population. 350,000 people are turning 50 every month and that will continue for another 12 years.

Keep these commandments and ye shall be rewarded!



Destination Development, Inc.  
Roger Brooks, CEO  
Evergreen Plaza Suite504  
711 Capitol Way South  
Olympia, WA 98501

360.754.7920  
360.754.7622 Fax

[www.destinationdevelopment.com](http://www.destinationdevelopment.com)  
[TheTeam@destinationdevelopment.com](mailto:TheTeam@destinationdevelopment.com)